

DEPARTMENT OF HEALTH SERVICES

714/744 P STREET

BOX 942732

SACRAMENTO, CA 94234-7320



March 17, 1993

TO: All County Welfare Directors
All County Medi-Cal Program Specialist/Liaisons
All County Health Officers
All County MCH Directors
All County CPSP Coordinators
All County CHDP Directors

Letter No.: 93-20

SUBJECT: BabyCal Campaign Update

REFERENCE: ACWDL 92-72, ACWDL 92-24, ACWDL 91-91, and ACWDL 91-37;
Information Letters Dated July 18, 1991 and July 31, 1991

The purpose of this letter is to provide counties with the following new information about the Department's BabyCal Campaign:

- o Expansion of radio and television advertising to new geographic areas.
- o Release of new, updated Campaign posters and brochures.
- o Transmittal of the BabyCal Community Based Organization (CBO) Directory and update on CBO activities.

Expanded Radio and Television Advertising

In order to reach more of our target audience, beginning February 1, 1993, the BabyCal Campaign has expanded its broadcast coverage schedule to include five new California communities, including the counties of Santa Cruz, Monterey, San Benito, San Luis Obispo and Santa Barbara. As a result of this expansion, BabyCal commercials will air biweekly on selected programs on English and Spanish-language television, cable, and radio stations in 50 counties statewide.

New Campaign Posters and Brochures

During the next few weeks, BabyCal will distribute a new series of 1993 posters and brochures based on the numerous suggestions and ideas received from participating organizations throughout the state. These new printed materials complement BabyCal's radio and television advertising message, "Take care of yourself while pregnant," emphasizing the importance of prenatal care and healthy lifestyle while pregnant. The new brochure has been expanded to provide information on the Access for Infants and Mothers (AIM) program and the Women Infants and Children (WIC) program, as well as the important prenatal and Medi-Cal messages from the first series of materials.

All County Welfare Directors
All County Medi-Cal Program Specialist/Liaisons
All County Health Officers
All County MCH Directors
All County CPSP Coordinators
All County CHDP Directors
Page 2

For your information, we are enclosing samples of the new English and Spanish-language brochures. Under separate cover, a supply of the English and Spanish-language "Loving Mother and Baby" posters will be sent to the County Medi-Cal Liaisons and County MCH Directors. As part of your county's participation in the Campaign, we would appreciate if you would display the posters in your office lobbies or waiting areas accessible to the public. Also, we will enclose an order form with the posters for additional copies of the materials. Please note that the new posters and brochures are now available in the following five Asian languages: Cambodian, Chinese, Hmong, Lao, and Vietnamese.

BabyCal CBO Outreach

Since the launching of Campaign in July 1991, BabyCal has delivered its message through the combined efforts of mass-media advertising and the one-on-one outreach conducted by volunteer CBOs. Currently, over 175 CBOs throughout the State participate in the Campaign by displaying posters, distributing brochures, and assisting women to obtain needed services. Enclosed is a copy of the recently revised BabyCal Directory of Community Organizations for your use, as we had referenced in ACWDL 92-72.

The CBO network continues to expand, and we are working to meet the goal to enlist county health department and CBO participation in all California counties. We appreciate the information you have provided on prospective CBOs in your communities and ask that you please continue to let us know of any other CBOs that you believe may be interested in joining the BabyCal partnership.

On behalf of the Department, we want to thank you for your ongoing support of the BabyCal Campaign and commitment to improving the health status of women and children in California. If you have any questions about BabyCal Campaign activities, please call Teri Hodges, Manager of the Medi-Cal Perinatal Unit at (916) 657-0255.

Sincerely,

ORIGINAL SIGNED BY

Frank S. Martucci, Chief
Medi-Cal Eligibility Branch

ORIGINAL SIGNED BY

Rugmini Shah, M.D., Chief
Maternal and Child Health Branch

Enclosure